

Using Public Opinion Research for Evaluation : Case Study in **Somalia**

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Overview

- Why conduct evaluation? (Why NOT?)
 - Where does **public opinion** fit in?
 - Why can surveys and focus groups lend to evaluations?
- Case study of evaluation: **Somalia**
 - Evaluation process
 - Results

Why (NOT) Evaluate?

Expensive: “Why spend valuable program dollars on something we get no credit for?”

Risky: “What if the results show my program isn’t working?”

Unknown: “I don’t know how to evaluate my program.”

Why NOT Evaluate? Too Expensive?



Video clips from “USAID: Following the Money”. Oversight and Government Reform Committee, May 11, 2011

Why NOT Evaluate? Too Risky?

Going forward, the debate will center on value for money. The State Department and USAID's ability to demonstrate that its **evidenced-based approach** is providing the focus and selectivity highlighted in the President's Policy Directive on Global Development will be a critical component in **driving the debate on the international affairs budget**.

The FY2011 Budget Agreement for Foreign Operations Funding
April 22, 2011

Although State plans to expand its use of outreach platforms, it **lacks information that would enable it to assess the effectiveness of these platforms**. The lack of such information limits State's ability to adjust its plans or reallocate resources toward activities that offer a greater likelihood of success.

"Engaging Foreign Audiences",
GAO report to House Foreign Affairs Committee
July, 2010

President Obama is committed to working closely with Congress to establish a shared vision of the way forward on global development. In forging this new partnership, we will seek greater flexibilities, including a reduction in earmarks and the **ability to reallocate funding from less to more effective programs, while committing departments and agencies to a much higher standard of accountability for results**.

"Presidential Policy Directive on Global Development"

But the outcome could be an international game-changer: to defend its relatively liberal position on global anti-poverty aid, **the [UK] government is switching from publicly supporting institutions to publicly awarding and penalizing them on the basis of their results—an attitude that is likely to send a continuing shock wave through the sprawling, bureaucratic U.N. system**.

Report on the UK Pulling Some UN Funding
March 3, 2011

Why NOT Evaluate? Too Difficult?

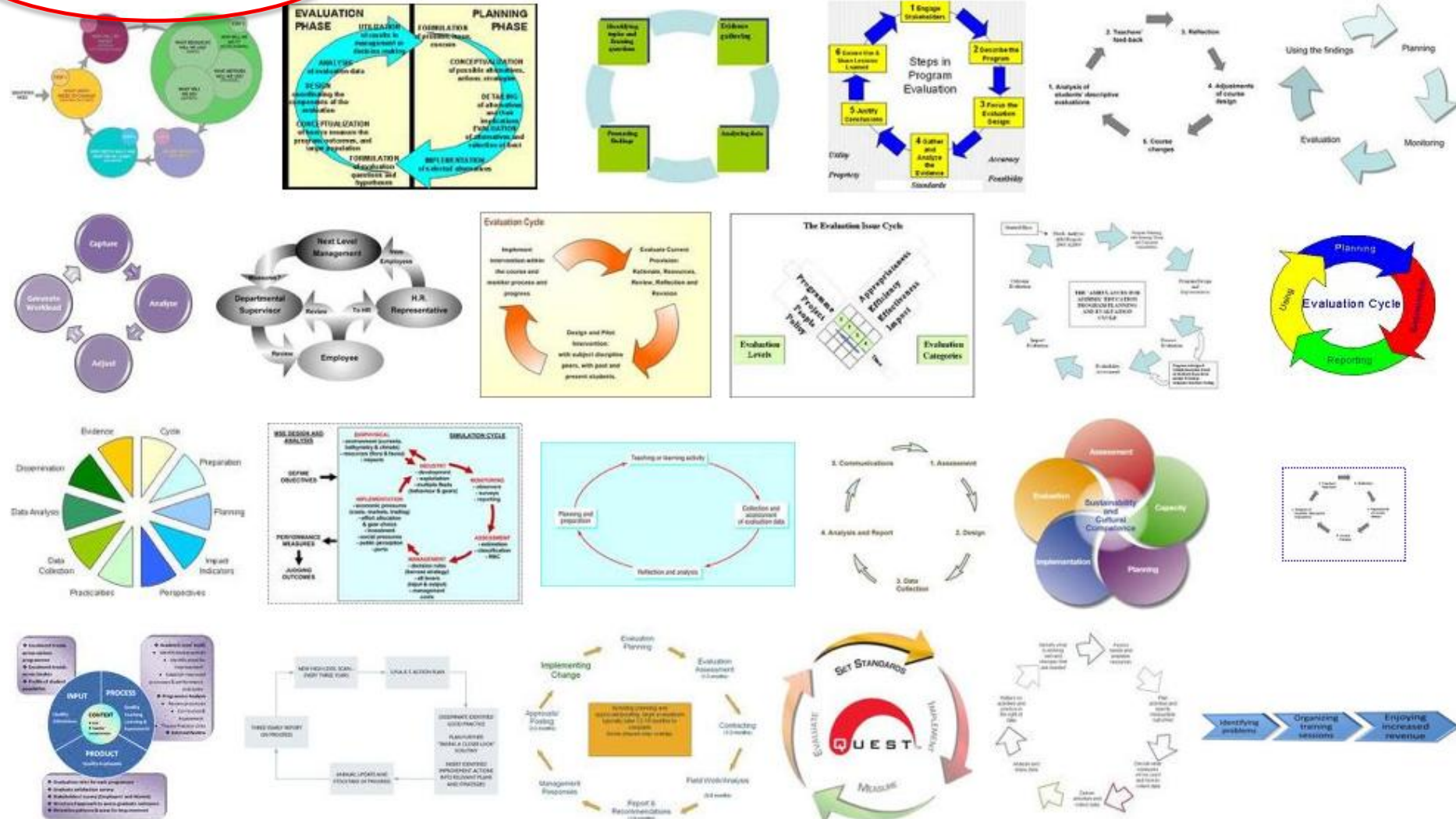
evaluation cycle

About 12,100,000 results (0.41 seconds)

Search

SafeSearch moderate ▼

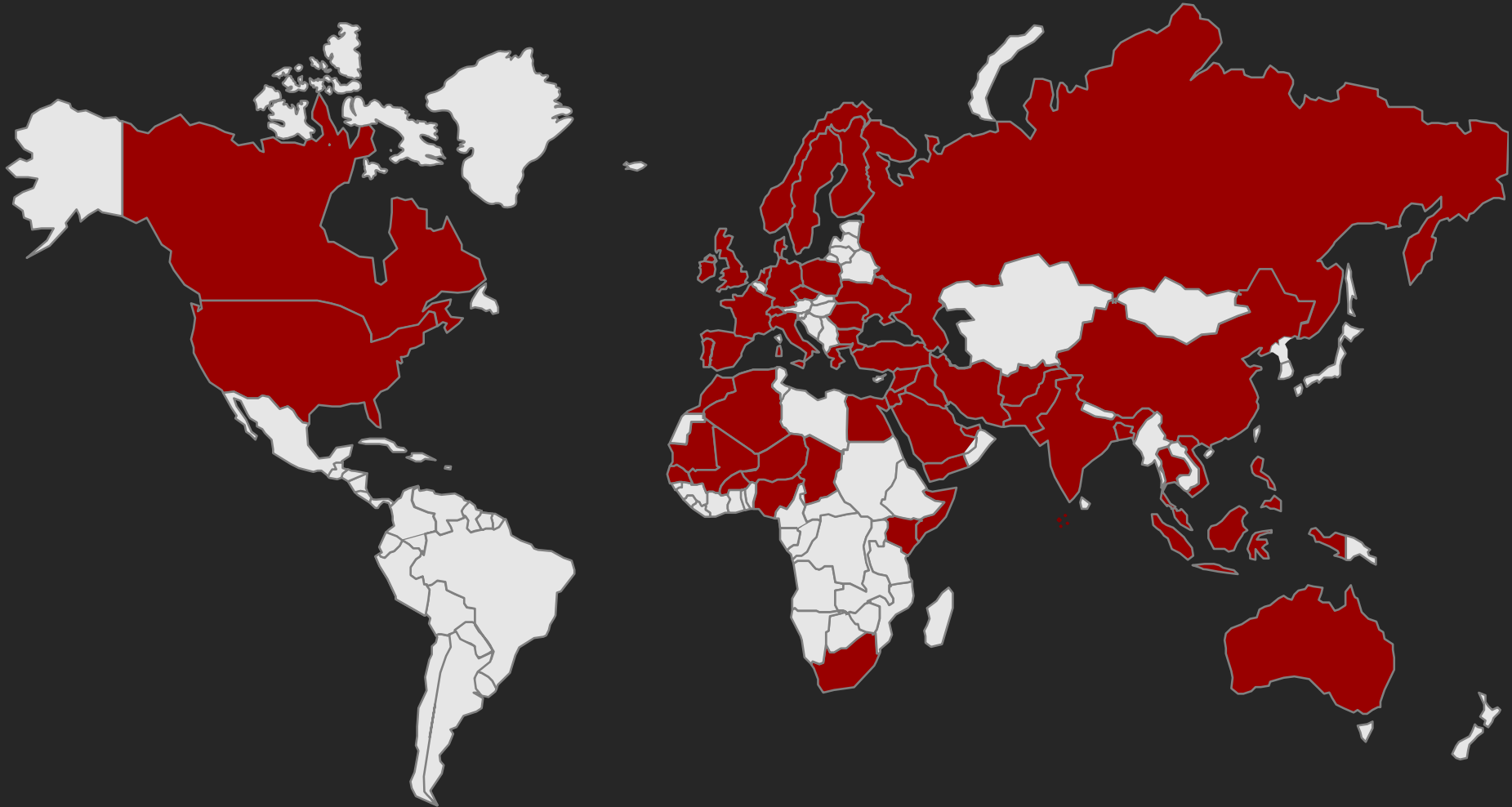
Advanced search



Why NOT Evaluate? Too Difficult?

- ORB has over 15 years of experience conducting surveys and focus groups for planning and evaluation purposes.
- Our methods are tied to research, thus they withstand scientific scrutiny, yet our services are malleable to fit each program or client.
- No project is too large or too abstract.
- No environment is too challenging.

Why NOT Evaluate? Too Difficult?



ORB's Evaluation Process in **Somalia** (Background)

Since 1991, Somalia has been embroiled in internal conflict waged among the competing factions of clan warlords, Islamist militants, and the Transitional Federal Government, or TFG.



The UN is supporting AMISOM (African Union Mission in Somalia) and the TFG in this effort.

Program Evaluation in **Somalia**

Mogadishu poll:

Low public confidence in AMISOM and the TFG. Radio is the primary media .

Test strategies:

ORB tested a variety of episodes of a mini-novella radio show for clarity, content, and cut through.

Mogadishu poll:

ORB ran follow-on poll of n=1000

STRATEGIC PLANNING AND ASSESSMENT CYCLE

Create strategy:

The UN set up a radio tower and station to bolster public confidence in these institutions.

Implement program.

Radio programming ran for several weeks.

Report effects:

Public showed higher confidence in AMISOM and the TFG.

ORB's Evaluation Process in Somalia

- Define program objectives
- Choose research mode
- Design sample
- Craft instrument
- Implement fieldwork
- Data analysis
- Reporting

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The UN supporting AMISOM and the TFG in the current conflict with Al Shabaab and other rebel groups. Radio Bar Kulan was launched with supportive messages for AMISOM and the TFG.

ORB's Evaluation Process in Somalia

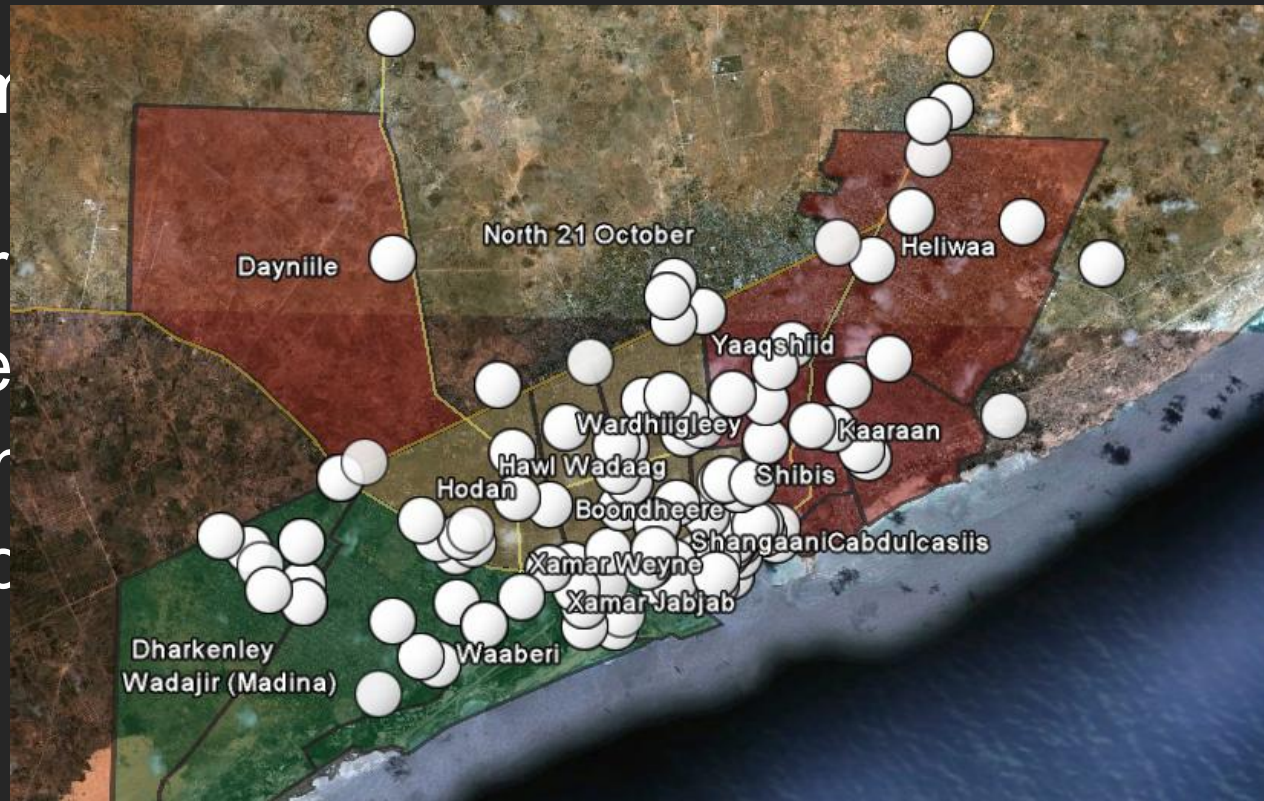
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Mixed-method approach:

- **Quantitative** – baseline and follow-on poll for results
- **Qualitative** – episode testing prior to launch

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ORB's Evaluation Process in Somalia

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- Life in Mogadishu
- Violence
- AMISOM and the AU
- Political and religious leadership
- Governance and the future of Somalia
- Media consumption

ORB's Evaluation Process in Somalia

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- A face-to-face survey requires interviewer training on techniques and procedures.
- A member of ORB staff flies in to train the team in coordination with the local supplier.



ORB's Evaluation Process in Somalia

- Define program objectives
 - Choose research mode
 - Design sample
 - Craft instrument
 - Implement fieldwork
 - Data analysis
 - Reporting
- In Somalia, this raises the issue of security. We address this by:
 - Conducting interviews in a secure location.
 - Designating certain areas as off-limits.



ORB's Evaluation Process in Somalia

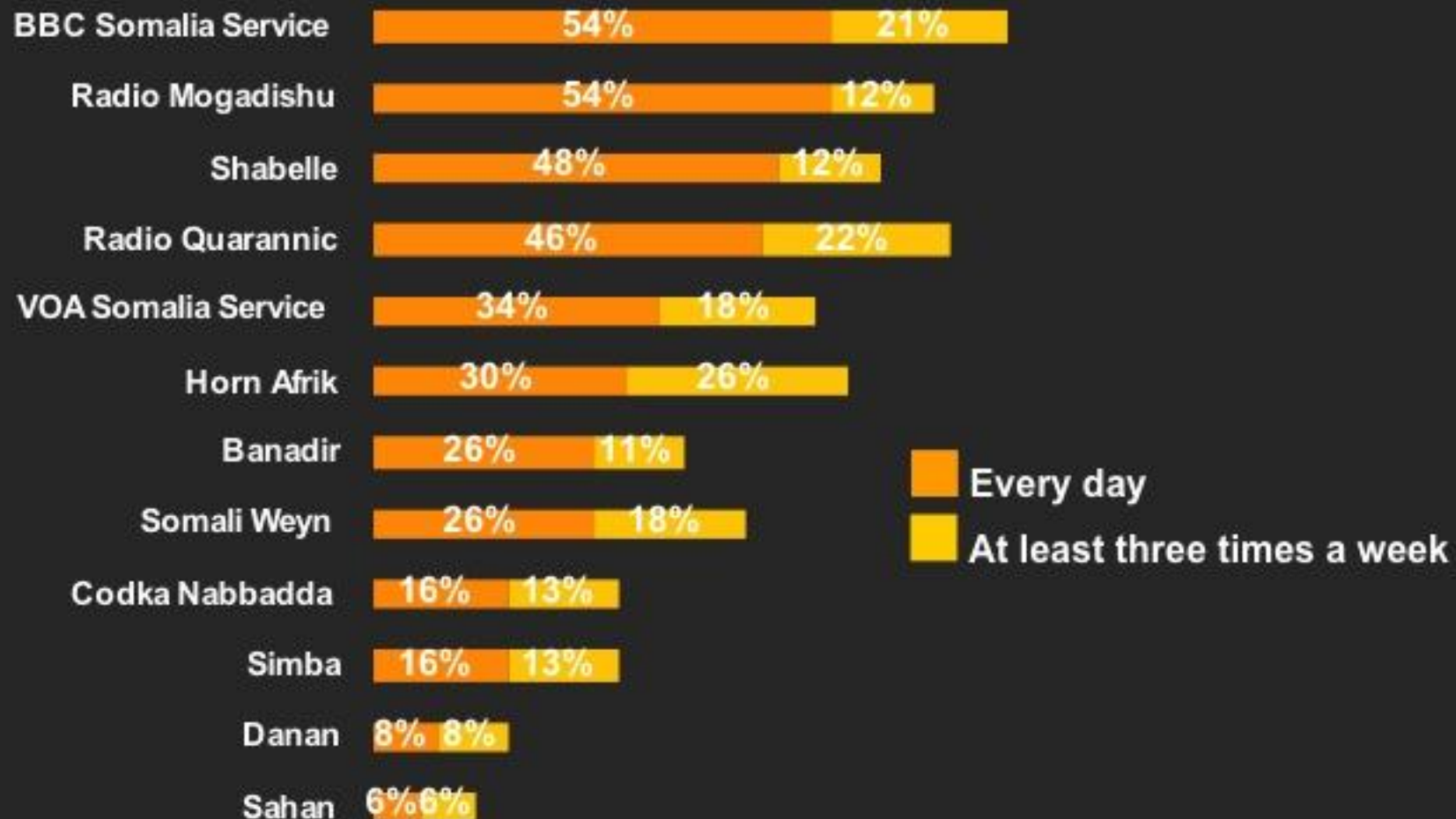
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3 Indicators:

- **Reach** – Radio Bar-Kulan becomes a **top radio station** and news source.
- **AMISOM** – **More informed, favorable opinions of AMISOM** and its role.
- **TFG**– More favorable opinion of the TFG.

Radio

Q6: How often do you listen to these radio stations?...



Base: All (1,001)

Jan 2010

Radio

Q6: How often do you listen to these radio stations?...

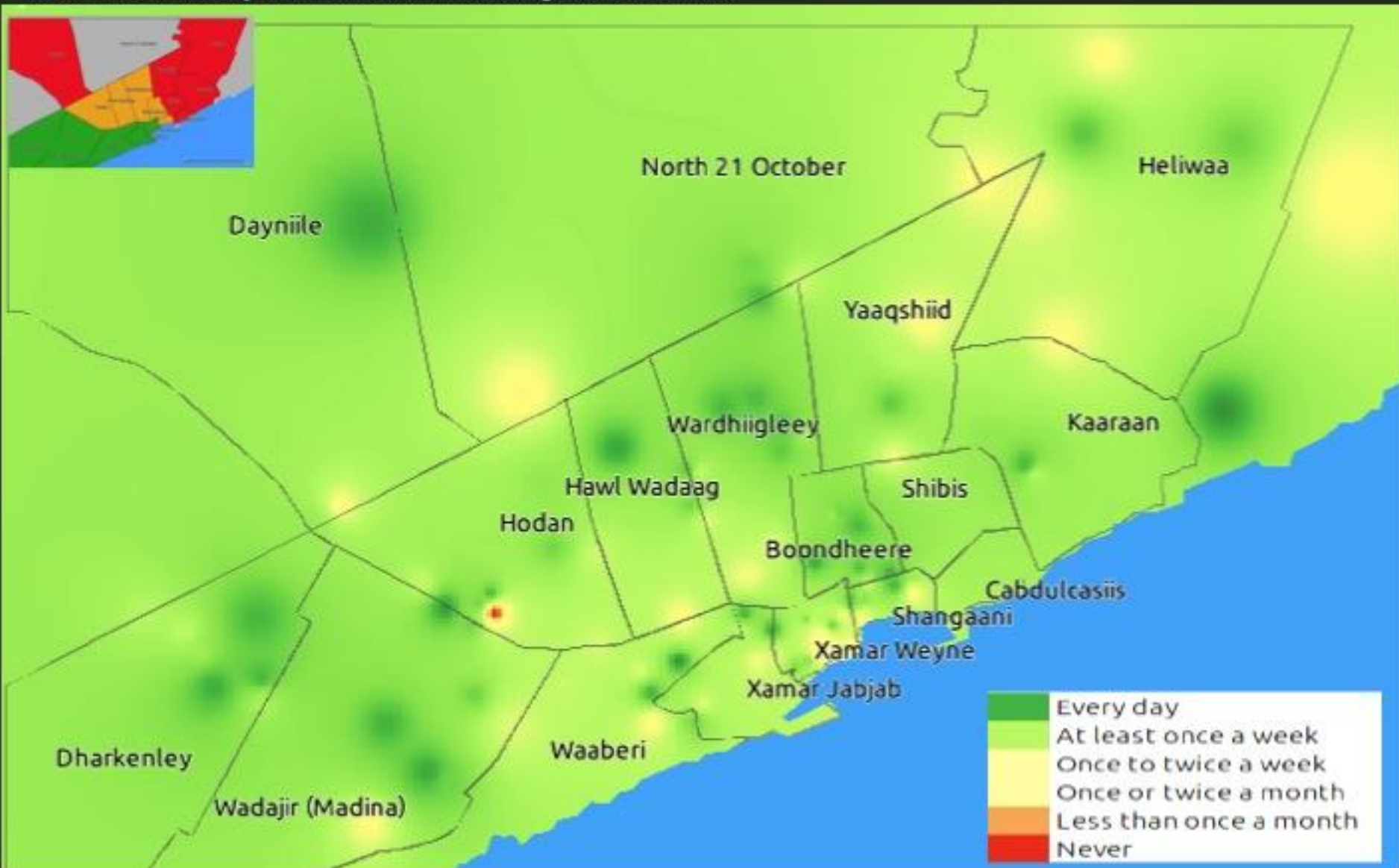


Base: All (570)

Nov 2010

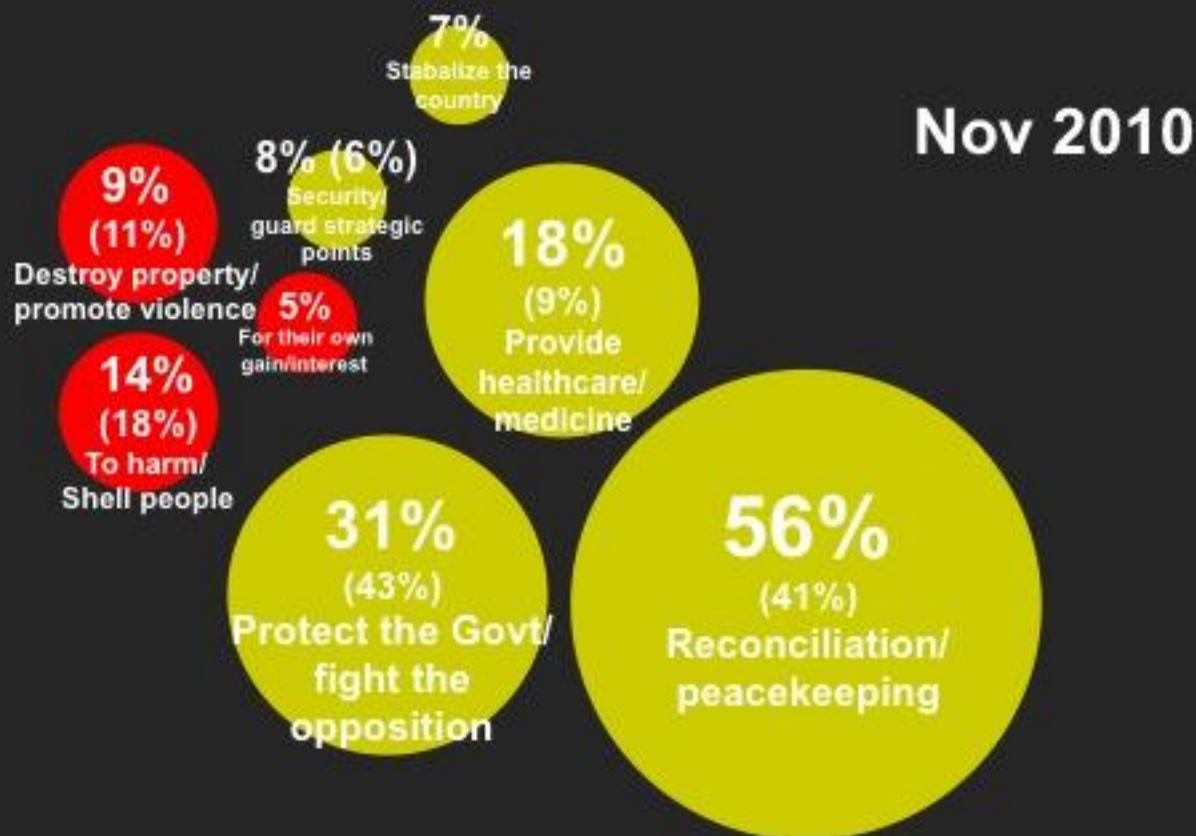
Bar Kulan Audience

Q6: How often do you listen to the following radio stations?



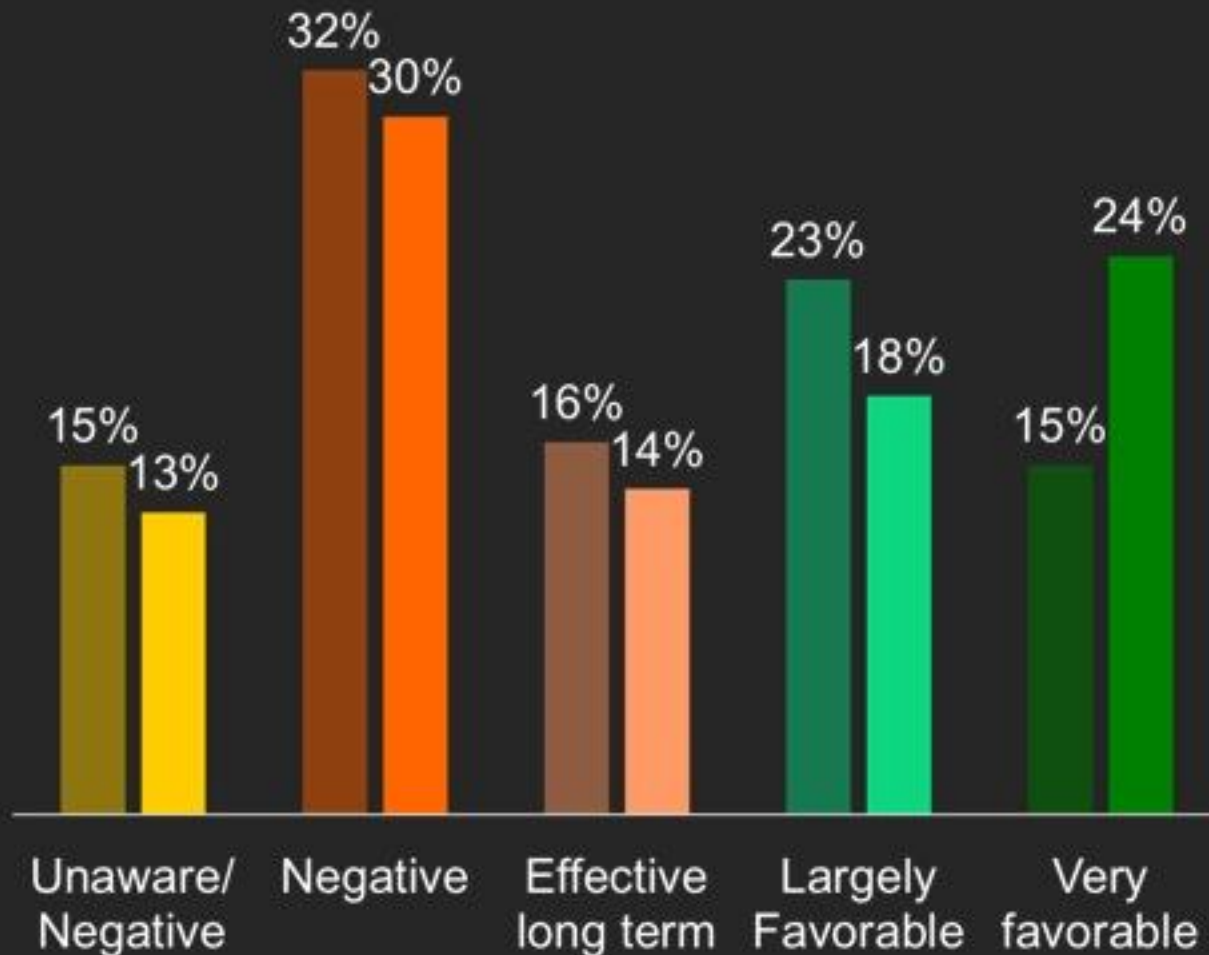
Why are AMISOM and the AU in Somalia?

Q23. What do you think AMISOM and the AU are in Somalia to do? And what else?



Base: All (1000)

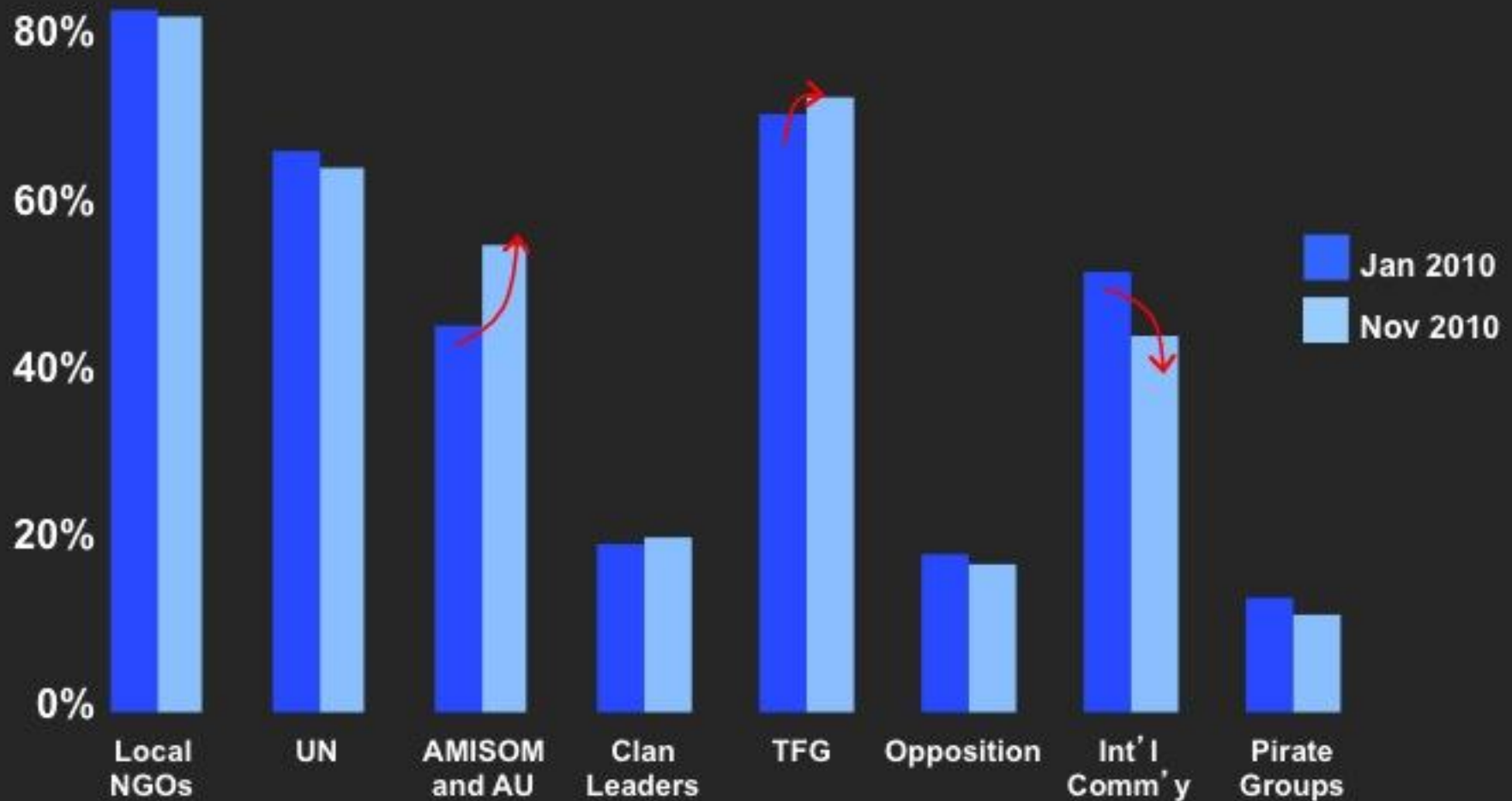
AMISOM Segments



- Significant improvement in feeling towards AMISOM (part amongst men)

Awareness of Somali Institutions

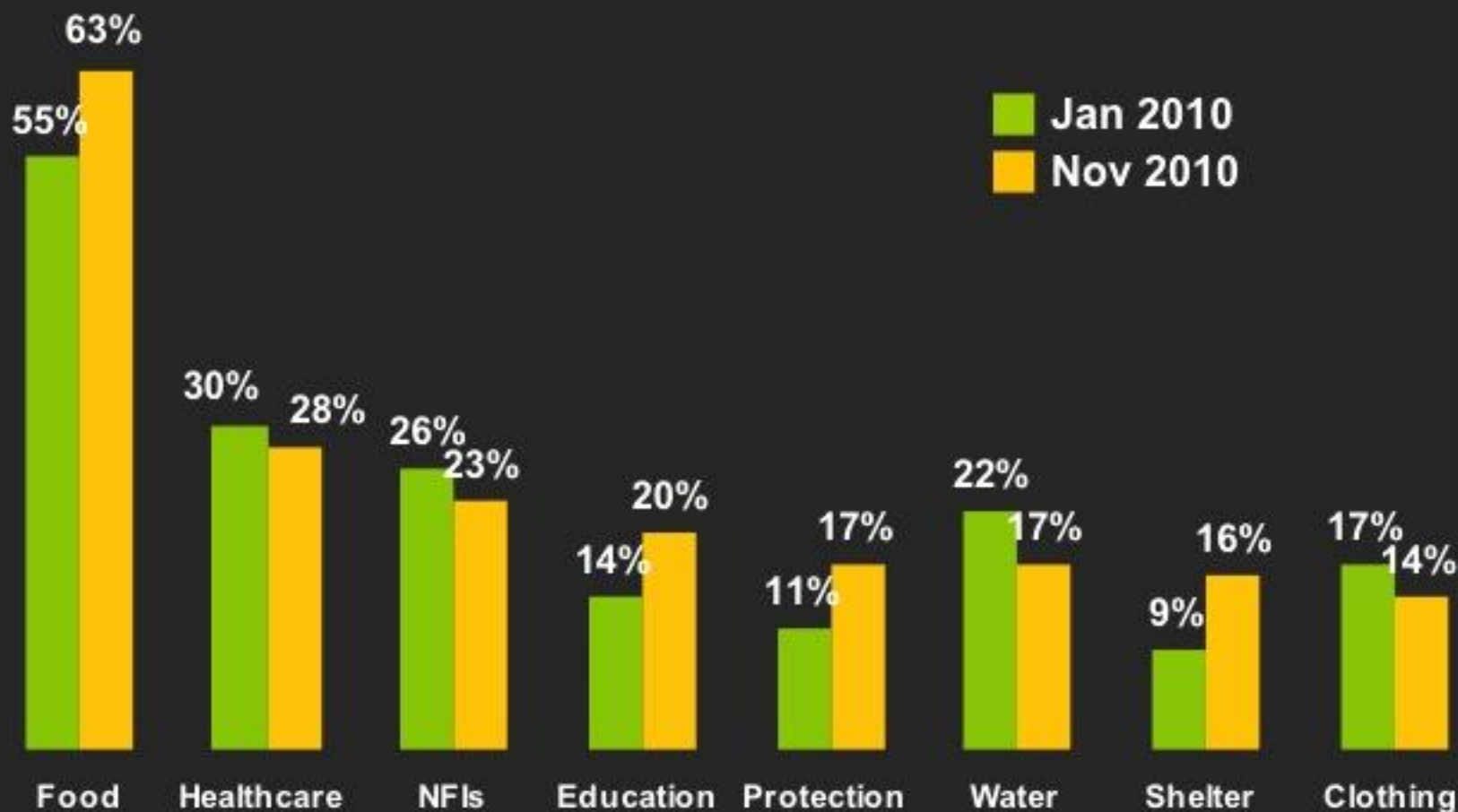
Q15: Know *very well*/a fair amount



Base: All (1000)

Assistance from International Community

Q30. Which, if any, forms of aid or any other types of assistance do you or your family receive from the International community? Any what else?



Base: All (1,000)



"Foreign countries want to have a say in our decision making process. They have prepared this constitution and they want to know what the people think about it. And that is the way they want to come in. The people are vigilant against foreign intrusion and there is a feeling of uneasy of foreigners"

(Garowe: Female, 31-55)

"The Americans said that 'the Somali flag is part of our flag' The aim is to eliminate many of us until they get few governable people, do you understand? Few governable individuals that can be collected in hotel, given orders to do this and that, and are told to sign whatever. There is no such things as a constitution"

(Mogadishu: Male, 31-55)